IN THE CLAIMS:

Please **CANCEL** Claims 1-76 without prejudice.

CLAIM AMENDMENT

Claims 1-76 (CANCELLED)

77.   (NEW) A method for identifying potential buyers, comprising the steps of:
       receiving intent data from a potential buyer, wherein the intent data identifies an
item the potential buyer intends to purchase within a particular time period;
       determining a reward for the potential buyer based on the intent data,
              in which the reward comprises money for the potential buyer;
       receiving a payment identifier of a financial account of the potential buyer;
       issuing the reward to the potential buyer; and
       applying a penalty to the financial account of the potential buyer if the potential
buyer does not purchase the item within the particular time period.

78.   (NEW) The method of claim 77, further comprising the step of:
       calculating the penalty, wherein the calculation takes into account a value of the
reward.

79.   (NEW) The method of claim 77, wherein the step of applying the penalty
comprises the steps of:
       receiving a confirmation that the potential buyer has purchased within the
particular time period a similar item to the item the potential buyer intended to purchase;
and
       applying a partial penalty to the financial account of the potential buyer, wherein
the partial penalty is less than a total penalty charged when the potential buyer fails to
purchase the item within the particular time period.

80.   (NEW) The method of claim 77, wherein the step of applying the penalty to the potential buyer comprises the steps of:

receiving a confirmation that the potential buyer has purchased within the particular time period a similar item to the item the potential buyer intended to purchase; and

applying a partial penalty to the financial account.

81.   (NEW) A method for identifying potential buyers, comprising the steps of:

receiving a description of an item a potential buyer intends to purchase within a particular time period, the description having a degree of specificity;

receiving a degree of certainty with which the potential buyer intends to purchase the item within the particular time period;

receiving a payment identifier of a financial account of the potential buyer;

determining a reward offer associated with a reward based on at least one of the degree of specificity, the degree of certainty, and a length of the particular time period;

outputting the reward offer to the potential buyer,

in which the reward offer comprises an offer for money for the potential buyer;

receiving a confirmation signal indicating that the potential buyer purchased the item within the particular time period;

determining whether the confirmation signal indicating that the potential buyer has purchased the item within the particular time period has been received; and

applying a penalty to the financial account of the potential buyer when the potential buyer has not purchased the item within the particular time period.

82.   (NEW) The method of claim 81, further comprising the step of:

calculating the penalty, wherein the calculation takes into account a price of a reward associated with the reward offer.

83.   (NEW) A method for identifying potential buyers, comprising the steps of:

receiving a description of an item a potential buyer intends to purchase within a particular time period, the description having a degree of specificity;

receiving a degree of certainty with which the potential buyer intends to purchase the item within the particular time period;

receiving a payment identifier of a financial account of the potential buyer;

determining a reward offer associated with a reward based on at least one of the degree of specificity, the degree of certainty, and a length of the particular time period;

outputting the reward offer to the potential buyer,

in which the reward offer comprises an offer for money for the potential buyer;

receiving a confirmation signal indicating that the potential buyer purchased the item after the particular time period; and

applying a partial penalty to the financial account of the potential buyer.

84.   (NEW) A method for identifying potential buyers, comprising the steps of:

receiving a description of an item a potential buyer intends to purchase within a particular time period, the description having a degree of specificity;

receiving a degree of certainty with which the potential buyer intends to purchase the item within the particular time period;

receiving a payment identifier of a financial account of the potential buyer;

determining a reward offer associated with a reward based on at least one of the degree of specificity, the degree of certainty, and a length of the particular time period;

outputting the reward offer to the potential buyer,

in which the reward offer comprises an offer for money for the potential buyer;

receiving a confirmation signal indicating that the potential buyer purchased within the particular time period a similar item to the item the potential buyer intended to purchase; and

applying a partial penalty to the financial account of the potential buyer.

5

85.   (NEW) A method for identifying potential buyers, comprising the steps of:

receiving a description of an item a potential buyer intends to purchase within a particular time period, the description having a degree of specificity;

receiving a degree of certainty with which the potential buyer intends to purchase the item within the particular time period;

receiving a payment identifier of a financial account of the potential buyer;

determining a reward offer associated with a reward based on at least one of the degree of specificity, the degree of certainty, and a length of the particular time period;

outputting the reward offer to the potential buyer,

in which the reward offer comprises an offer for money for the potential buyer;

receiving a confirmation signal after the particular time period indicating that the potential buyer purchased the item within the particular time period; and

applying a partial penalty to the financial account of the potential buyer.

86.   (NEW) A method for identifying potential buyers, comprising the steps of:

(a) receiving intent data from a potential buyer intending to purchase an item within a particular time period;

(b) associating a financial account with the potential buyer;

(c) determining a reward offer associated with a reward based on a value of the intent data;

(d) outputting the reward offer to the potential buyer;

(e) determining whether the potential buyer accepts the offer;

(f) modifying the offer if the potential buyer rejects the offer;

(g) repeating steps (d) through (f) until the potential buyer accepts the offer;

(h) issuing the reward to the potential buyer;

(i) receiving a confirmation signal indicating that the potential buyer has purchased the item corresponding to the intent data;

(j) determining whether the confirmation signal is valid; and

(k) applying a penalty to the financial account if the confirmation signal is invalid.

87.   (NEW) The method of claim 86, wherein the step of determining whether the confirmation signal is valid includes one or more of the steps of:

verifying a potential buyer identifier;

determining whether the confirmation signal was received within the particular time period; and

determining whether the new item purchased by the potential buyer is related to the item the potential buyer intended to purchase within the particular time period.

88.   (NEW) The method of claim 86, wherein the penalty is calculated based on a value of the reward.

89.   (NEW) A central server system, comprising:

a processor;

a storage device coupled to the processor; and

software operative to run on the processor to issue a reward to a potential buyer in exchange for demand information, the demand information including at least a description of an item the potential buyer intends to purchase within a particular time period,

wherein the software is operable to direct the processor to charge a penalty to a financial account of the potential buyer if a confirmation signal is not received within the particular time period.

7

90.   (NEW) A central server system, comprising:

a processor;

a storage device coupled to the processor; and

software operative to run on the processor to issue a reward to a potential buyer in exchange for demand information, the demand information including at least a description of an item the potential buyer intends to purchase within a particular time period,

wherein the software is operable to direct the processor to charge a penalty to a financial account of the potential buyer if the potential buyer does not purchase the item within the particular time period.